



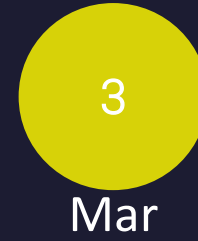
WAVECON TELECOM ANALYSIS

Presented by: Manju



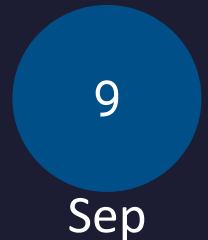
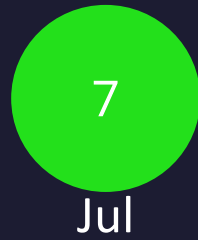
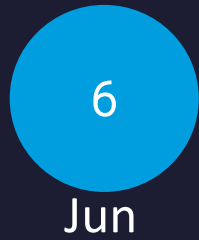
Data Summary (Year – 2022)

<5G



May – 5G Implementation

>5G



Objectives

- What is the impact of 5G launch on revenue?
- Which KPI is underperforming after 5G launch?
- After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?
- Is there any plan affected largely by 5G launch and should we continue or discontinue the plan as a result?
- Is there any plan which is discontinued after the 5G launch, if yes then what is the reason for it?

MAIN KPI'S



₹ 31.9bn

Revenue



₹ 200.7

ARPU



161.7M

TAU



12.6M

TUsU

- Wavecon generated total revenue of 31.9 bn
- ARPU (Average Revenue Per User) - Rs.200
- TAU (Total Active Users) – 161.7M
- TUsU (Total Unsubscribed Users) – 12.6M



1.What is the impact of 5G launch on revenue?

Revenue before 5G

16.00 bn

Revenue after 5G

15.90 bn

Revenue change%

-0.50%

City Name	Total Revenue	Before_5G	After_5G	Chg%
Lucknow	₹ 1,308M	₹ 648M	₹ 660M	1.82%
Gurgaon	₹ 547M	₹ 271M	₹ 275M	1.51%
Patna	₹ 982M	₹ 487M	₹ 495M	1.48%
Raipur	₹ 315M	₹ 157M	₹ 159M	1.15%
Jaipur	₹ 1,409M	₹ 701M	₹ 708M	0.98%
Bangalore	₹ 3,386M	₹ 1,687M	₹ 1,699M	0.75%
Pune	₹ 2,598M	₹ 1,296M	₹ 1,301M	0.37%
Mumbai	₹ 4,896M	₹ 2,444M	₹ 2,452M	0.31%
Coimbatore	₹ 914M	₹ 457M	₹ 457M	0.11%
Kolkata	₹ 3,844M	₹ 1,926M	₹ 1,918M	-0.37%
Chandigarh	₹ 612M	₹ 307M	₹ 305M	-0.55%
Hyderabad	₹ 2,357M	₹ 1,186M	₹ 1,171M	-1.29%
Ahmedabad	₹ 1,871M	₹ 945M	₹ 926M	-2.02%
Chennai	₹ 2,964M	₹ 1,501M	₹ 1,462M	-2.59%
Delhi	₹ 3,872M	₹ 1,964M	₹ 1,908M	-2.83%
Total	₹ 31,874M	₹ 15,977M	₹ 15,897M	-0.50%

- Revenue dropped by 0.5% after the 5G launch, mainly because revenue in Delhi fell by 5%
- Delhi, Chennai, Ahmedabad, Hyderabad, Chandigarh, Kolkata cities revenue has declined after the 5G launch
- With a nearly 1.48% revenue increases, Lucknow, Gurgaon, Patna are the top 3 cities with the most revenue changes seen
- In terms of total revenue, Raipur contributes the least amount of overall revenue, while Mumbai contributes the most with over 4800M



2. Which KPI is underperforming after 5G launch?

After the introduction of 5G, two Key Performance Indicators (KPI) have been identified as underperforming

☐ Active Users

☐ Unsubscribed Users



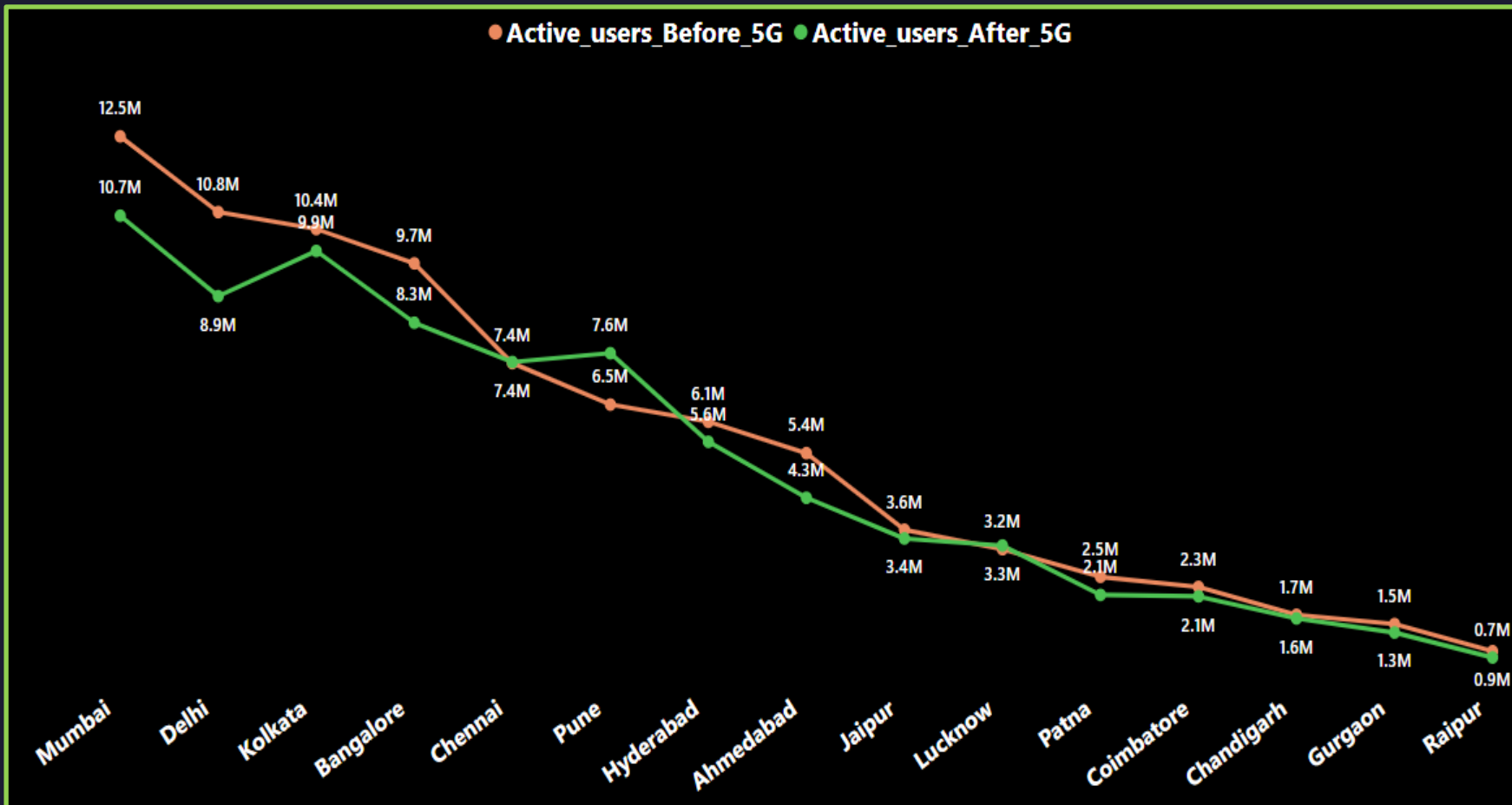
Active Users

Total Active Users
162M

Active Users before 5G
84.4M

Active Users after 5G
77.4M

Active Users chg%
-8.28%



- After 5G launch, Pune is the only city which increased by 17% in Active Users, while Chennai remains unchanged
- Mumbai and Delhi is the most affected cities after the 5G launch having decreased by 14.4% and 17.5% in Active Users respectively
- It would be beneficial to conduct survey in these two cities to investigate the reasons behind the decline in active users



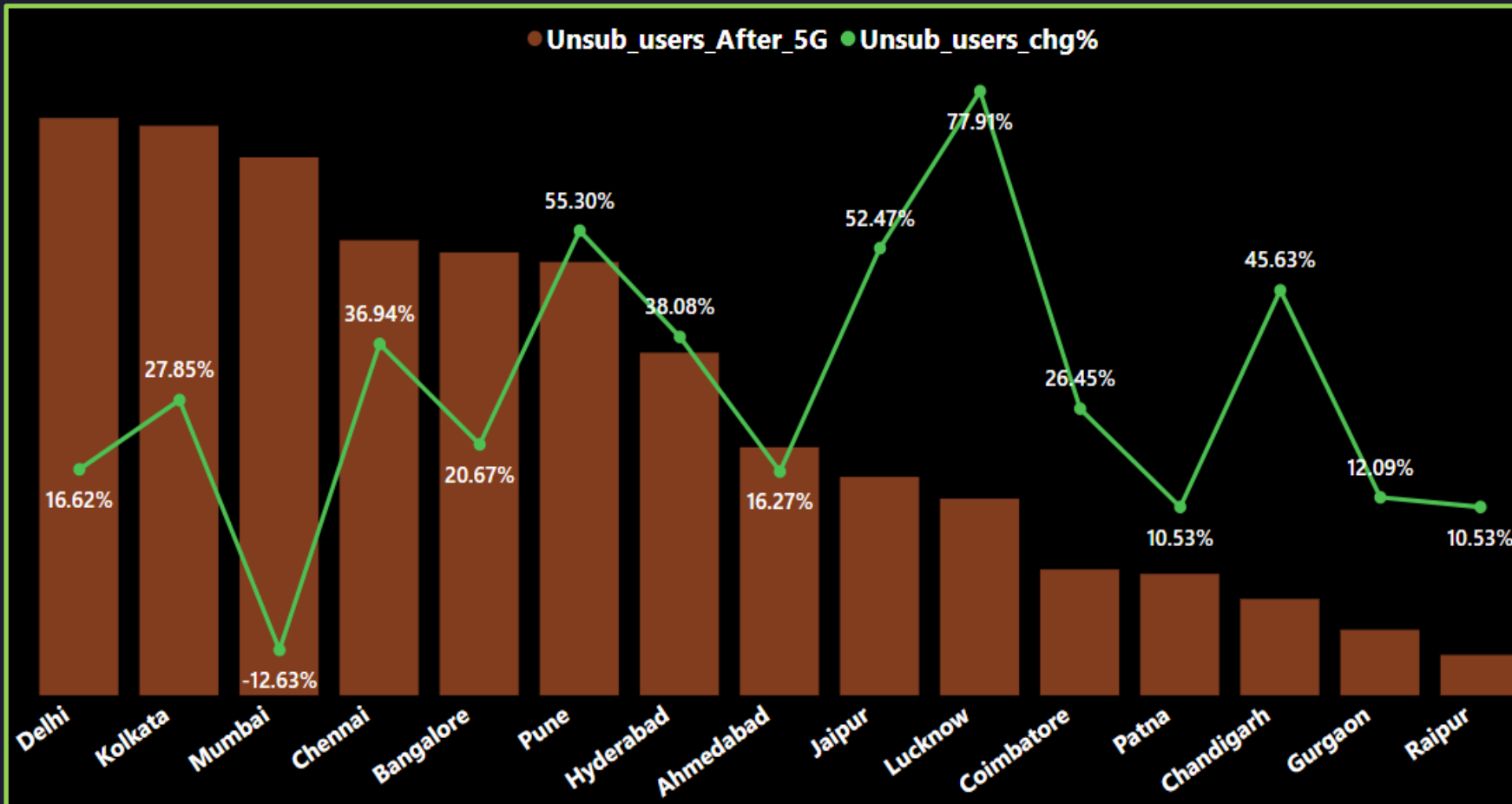
Unsubscribed Users

Total Unsubscribed Users
12.6M

Unsub Users before 5G
5.6M

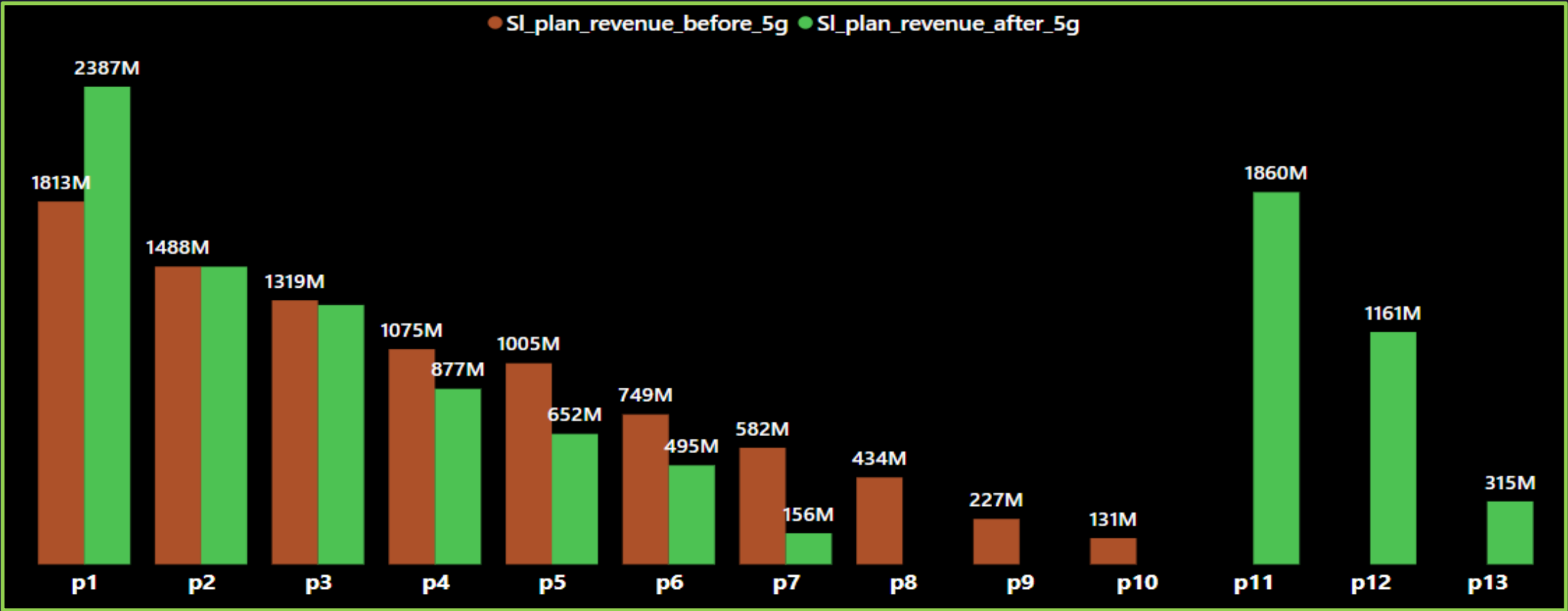
Unsub Users after 5G
7M

Unsub Users chg%
23.50%



- The line and column chart shows the percentage change in unsubscribed users after the implementation of 5G, with Lucknow city experiencing as 77.9% increase in unsubscribed users which is highest among all the cities
- Mumbai is the only city which is decreased by 12.63% in the unsubscribed users

3. After the 5G launch, which plans are performing well in terms of revenue? Which plans are not performing well?



- Plan p1 is the best performing plan after the 5G launch showing an increase of 24.05% in revenue.
- Where, p2 and p3 plans not shown any significant decrease or increase
- Revenue for plans p4, p5, and p6 has declined.
- Plan p7 experienced a major decrease in revenue, dropping from 582M to 156M.
- The company discontinued plans p8, p9, and p10 with the introduction of new plans p11, p12, and p13.

4. Is there any plan largely affected by 5G launch, if yes then should we continue or discontinue the plan?



25 GB Combo 3G / 4G Data Pack

738.0M

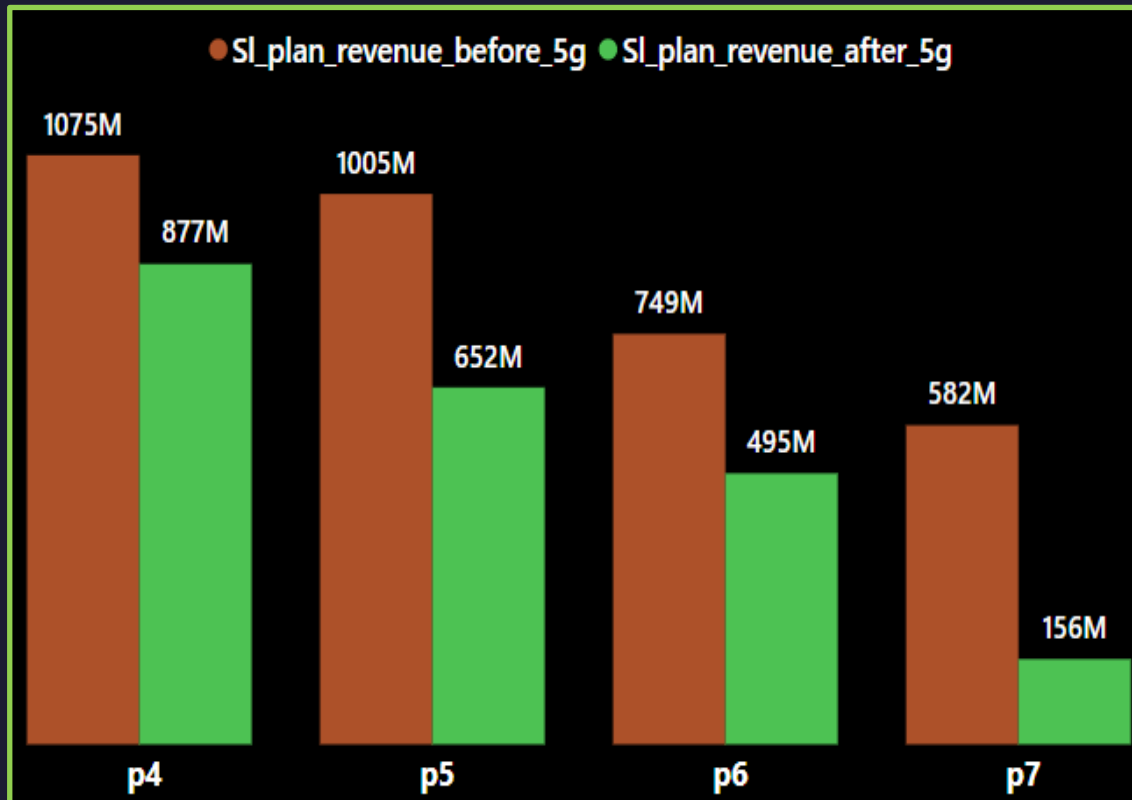
Total Revenue

582.4M

Revenue - Before 5G

155.6M

Revenue - After 5G



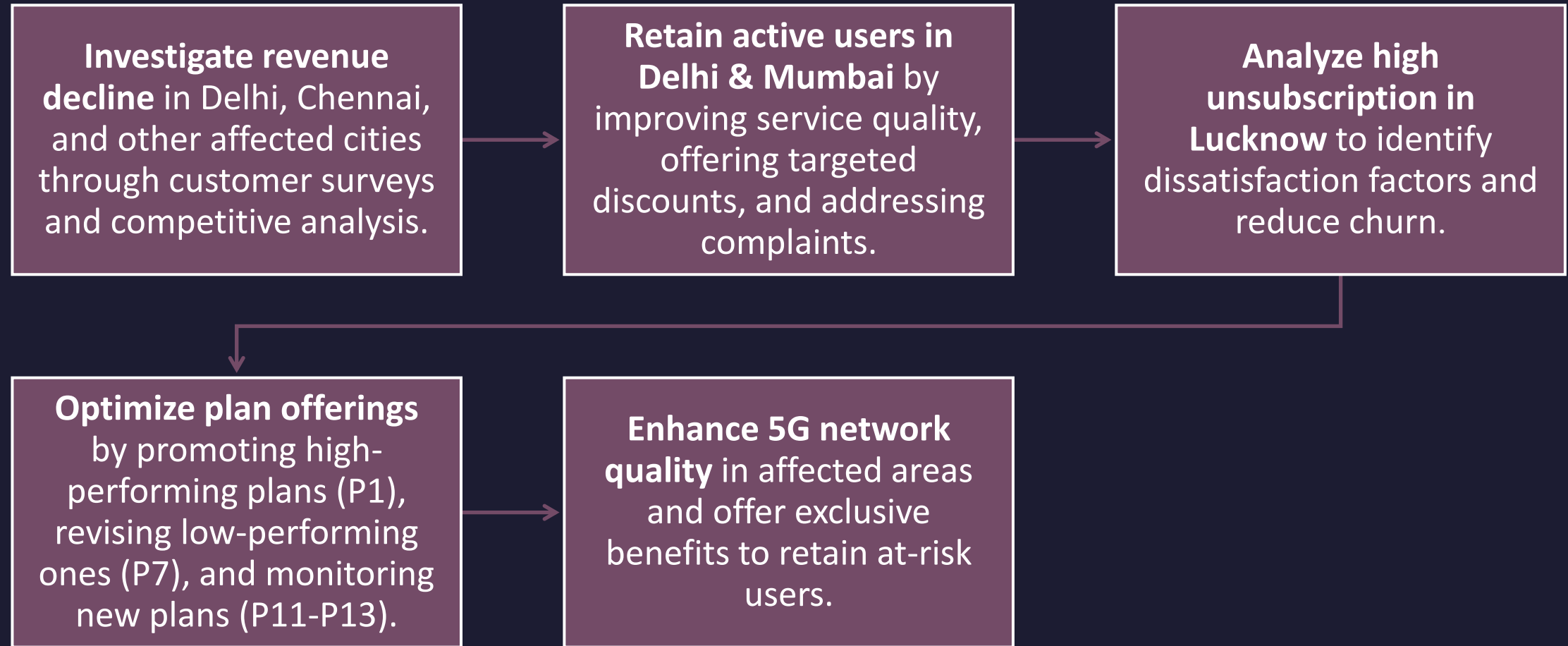
- After 5G launch, the revenue for plan p7 has dropped significantly, from 582.4M to 155.6M, so it should be discontinued
- There has been a slight decline in revenue for plans p4, p5 and p6 and we can make a few modifications to improve them or if these plans follow same trend as p7 then these plans should also be considered to be discontinued in future
- The common factor among these plans is that they are short-duration plans

5. Is there any plan that is discontinued after the 5G launch? What is the reason for it?

plan	January	February	March	April	June	July	August	September
p1	₹ 396M	₹ 503M	₹ 466M	₹ 448M	₹ 536M	₹ 628M	₹ 620M	₹ 603M
p2	₹ 326M	₹ 409M	₹ 386M	₹ 368M	₹ 340M	₹ 388M	₹ 392M	₹ 368M
p3	₹ 296M	₹ 349M	₹ 353M	₹ 321M	₹ 304M	₹ 341M	₹ 335M	₹ 317M
p4	₹ 243M	₹ 280M	₹ 274M	₹ 278M	₹ 200M	₹ 237M	₹ 229M	₹ 212M
p5	₹ 216M	₹ 285M	₹ 258M	₹ 246M	₹ 144M	₹ 172M	₹ 179M	₹ 157M
p6	₹ 167M	₹ 197M	₹ 199M	₹ 187M	₹ 109M	₹ 135M	₹ 126M	₹ 125M
p7	₹ 123M	₹ 158M	₹ 156M	₹ 146M	₹ 33M	₹ 35M	₹ 45M	₹ 43M
p8	₹ 94M	₹ 120M	₹ 111M	₹ 110M				
p9	₹ 52M	₹ 59M	₹ 57M	₹ 58M				
p10	₹ 23M	₹ 37M	₹ 34M	₹ 38M				
p11					₹ 414M	₹ 486M	₹ 478M	₹ 482M
p12					₹ 255M	₹ 300M	₹ 306M	₹ 300M
p13					₹ 72M	₹ 82M	₹ 82M	₹ 79M

- In June, Wavecon introduced its 5G service
- Plans for p8, p9 and p10 have been discontinued after 5G launch
- P8, p9, and p10 contributed to only 5%, 2.6%, and 1.5% respectively of the total revenue
- Reason is not having much revenue from these plans as compared to rest plans and not in high demand among customers

RECOMMENDATIONS





Thank you